



Connect to Success Mentee Profile



Name of Company:

BOOK EXPERIENCE – branding stories
www.bookexperience.net

Give a brief description of the company.

BOOK EXPERIENCE is an distinctive publishing house which believes in **storytelling's strong communication impact and persuasive power** to promote the very best of Portugal's brands and products, through **well-written and creatively-designed tailor made branding stories** that can be spread across multiplatform strategies - books, booklets, tablets, PR, media, websites, apps, videos or social network - in order to leverage their sales, brand awareness and reputation.

BOOK EXPERIENCE also provides expert skills of the Portuguese language and culture as a distinctive and effective communication tool for all international companies that want to sell their branding stories – services and products - in the emergent Portuguese speaking markets as Angola, Brazil or Mozambique.

What does your business hope to achieve through Connect to Success's Corporate Mentoring Program?

To learn with the expertise, the experience and, above all, with the commercial and management skills of my great mentoring team at MERCER's, in order to try new market approaches, win new clients and make my business grow by accomplish its mission and goals.